A Little Litter is a Big Problem

ODOT Litter Prevention Program

BRAND GUIDELINES

April 2021

BRAND STRATEGY AND GUIDELINES

All brands need clear, consistent standards for how they are portrayed across multiple communication channels. The Litter Prevention Brand Guidelines included in this toolkit are intended to ensure that the brand is articulated in a consistent and approved manner. They serve as a few simple rules to follow when communicating on behalf of A Little Litter is a Big Problem. Think of these simple rules as a source of guidance and insight for creating communications that engage and inform while reinforcing a consistent brand message.

As the A Little Litter is a Big Problem brand is used it will become recognizable as a powerful driver of employment opportunity. Each partner will be equally responsible for ensuring that everything bearing your brand is consistent with these guidelines.

THE VOICE OF A LITTLE LITTER IS A BIG PROBLEM.

Just as people have a unique quality to their voice, so do campaigns. Capturing a brand's voice is a nuanced endeavor. When done well, it feels distinct and uniquely ownable.

While this campaign speaks to many distinct people (from young adults to baby boomers and native Ohioans to people passing through), doing different things (driving, camping, visiting, etc.) in various locations (large cities, small towns, sporting events, parks, etc.), our voice should stay the same — allowing the audience to absorb there's a problem (something they may not have considered before) and helping them understand how it affects us all.

VOICE & TONE

While our subject matter may change per audience, our voice should have the same qualities from communication to communication whether in print, digital or broadcast. They include:

- Direct
- Smart
- Friendly
- Honest
- Non-judgmental

Your copy should reflect these attributes. Here are some other basic guardrails to help you strike the right tone:

Keep copy short and straightforward
Let your headline and image combo do the heavy lifting. No need to litter up the page with lots of unnecessary words.

Use the active voice whenever possible
Subject-verb-object is the right way to go. It's easier to read and faster to understand.

Use contractions to avoid sounding formal or stiff
The subject is serious, but we're always friendly and approachable.

Avoid exclamation points
We want to lead people to the right conclusion on their own. We don't need to implore the reader to feel excited. Thoughtful word choice will keep you from relying on punctuation.

Inform to influence, not shame
Although we want to change people's attitudes toward littering, we are not here to point fingers or litter-shame. We're factual, but not all about meaningless numbers. Conversational yet direct. Authoritative, but not bossy.

IT'S JUST A HEADLINE

The **A Little Litter is a Big Problem.** campaign is designed to cut through people's false impression that a little litter here or there is no big deal. Many of our headlines combat the idea with short, simple statements in direct contrast to the accompanying oversized trash image.

It's just a cup.
It's just one box.
It's only a bag.

For the greatest impact, the headlines are purposefully short and direct. They also follow a similar pattern, lending an easily recognizable consistency to the campaign.

LOGO

A logo is often the first contact a brand has with its audiences. Its primary role is to identify – a person, a business or organization, a product or a service. Yes, a logo should be eye-catching and memorable, but it also can attract attention, raise awareness, and create initial impressions and instant brand recognition. Effective logos also can influence decision-making.

This toolkit builds out the A Little Litter is a Big Problem brand with visual elements that are easy to use by partners, enrich the logo design and provide flexibility and options. The logo should be included on all promotional items, signage, letters, press releases and other communications on behalf of A Little Litter is a Big Problem.

The A Little Litter is a Big Problem logo features an outline of the state of Ohio and a discarded beverage can that frame the type elements with an overall distressed texture.

LOGO VERSIONS

Square version

Horizontal version

LOGO COLOR VARIATIONS

Brand Colors

PMS 195
cmyk 19-90-50-55
rgb 120-47-64
hex 782f40

PMS 186
cmyk 2-100-85-6
rgb 200-16-46
hex c8102e

LOGO

MINIMUM AREA OF PROTECTION

It is important to keep the mark clear of any other elements. To regulate this, an exclusion zone has been established around the logo equal to the height of the "em" from the "Problem" element of the logo.

This zone should remain clear to ensure visibility and impact. No graphic elements of any kind should ever invade this zone.

MINIMUM SIZE

The A Little Litter is a Big Problem logo can be used in a wide variety of sizes, but if sized too small, you lose both legibility and impact. Establishing a minimum size ensures proper protection of the integrity of the logo and helps to develop a strong, cohesive look throughout communications.

Always scale the logo as a unit to ensure that the approved proportions and relationship between these elements are always maintained. While enlarging the logo is not limited, the logo must not drop below the minimum standards shown.

1.5"

LOGO

LOGO USE WITH PARTNER LOGOS

Partner logos can be used under the A Little Litter is a Big Problem logo while maintaining the following:

- Partner logos should be similar in size and spaced equally.

- Partner logos should appear in 60% black with 40% black divider bars as shown.

- Partner logos minimum spacing is the width of the "em" in the A Little Litter is a Big Problem logo.

LOGO

IMPROPER USE

To legally protect the A Little Litter is a Big Problem logo, do not alter or distort it in any way. Changes, no matter how small, weaken our logo's protectability and its impact, and detract from the consistent image we want to project.

Even well-intentioned changes can have a negative impact. Here are the most common logo mistakes to avoid.

Do not stretch or distort logo

Do not reproduce the logo in unauthorized colors

Do not position the logo on angles

Do not apply special effects

Do not add elements to the logo

Do not use the logo as the headline or within body copy